



The Business of Winning: Strategic Success from the Formula One Track to the Boardroom

Mark Gallagher

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In this riveting insider's account of over thirty years in the Formula One industry, Mark Gallagher explains what it takes to succeed in a competitive business with high technology, high finance and immensely high stakes. Like any global business, Formula One demands the best from its people. To thrive within it requires impeccable leadership and communications skills, as well as the ability to design, manufacture, develop and bring to market a constantly improving high technology product and constantly work to immovable deadlines with an immense supply chain and tight regulations. With a foreword by former racing champion David Coulthard, *The Business of Winning* advises on how to deliver in an environment of complex commercial and operational requirements, offering valuable insights on: - branding and image - team building - change management - innovation - global communications strategy *The Business of Winning* sets out a one-stop management guide for executives keen to emulate this high-speed, high-impact approach to business. Based on hard-won experience and practical examples of how owners, drivers, teams, technicians and sponsors deal with the full range of management questions and issues they face every day, Mark Gallagher brings the drama of the Formula One business to life in vivid detail.

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